

SYSTEM AND METHOD FOR PROVIDING ELECTRONIC VOUCHERS

Abstract of Disclosure

The system and method provide access to a structured computer program through a website by a buyer via the Internet. The structured computer program displays a list of producers from a producer database to the buyer, receives a selected producer from the buyer, and stores the selected producer in memory. It displays a list of products from a product database, based on the selected producer, to the buyer, receives a selected product from the buyer, and stores the selected product in memory. It requests information from the buyer such as the buyer's zip code and email address, receives the zip code and email address from the buyer, and stores the zip code and email address in memory. Based on the selected product and the zip code, it selects a reseller geographically closest to the buyer from a reseller database and based on the selected producer and product it selects a cash value discount and expiration date from a discount database. Finally, it sends an electronic voucher to the buyer via email containing the selected producer and product, the reseller, the cash value discount, and the expiration date.

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